

26. The method as claimed in claim 16, further including:
dispensing a beverage from the beverage dispenser; and
sending a signal from the beverage dispenser directing the advertisement to be displayed.
27. The method as claimed in claim 16, further including
determining the amount of beverage dispensed by the beverage dispenser.
28. The method as claimed in claim 16, further including:
dispensing a beverage from the beverage dispenser; and
determining the time the beverage is dispensed by the beverage dispenser with a timing device.
29. The method as claimed in claim 16, further including
determining the rate the beverage is dispensed from the beverage dispenser with a metering device.
30. A method of advertising to facilitate low-cost dispenser placement in retail outlets, the advertising taking the form of advertisements having at least one of an audio component and a video component, the method comprising:
displaying advertisements adjacent to a beverage dispenser in a retail outlet;
determining the amount of beverage dispensed from the dispenser while the advertisements are being displayed; and
paying an advertising fee, the amount of the fee being related to the amount of beverage dispensed while the advertisements are being displayed.
31. The method as claimed in claim 30, wherein the advertising fee is paid directly to the retail outlet and is used by the retail outlet to offset the cost of the beverage dispenser.
32. The method as claimed in claim 30, wherein the advertising fee is paid indirectly by paying a preferred provider from whom the retail outlet purchased the beverage dispenser, thereby reducing the cost of the dispenser to the retail outlet.

33. The method as claimed in claim 30, wherein at least one of the advertisements advertises at least one of the beverages available from the beverage dispenser.
34. The method as claimed in claim 30, further including
allowing a customer of the retail outlet to select an advertisement from a plurality of available advertisements prior to displaying the selected advertisement.
35. The method as claimed in claim 30, further including:
dispensing a beverage from the beverage dispenser; and
sending a signal from the beverage dispenser directing the advertisement to be displayed.
36. The method as claimed in claim 30, further including:
dispensing a beverage from the beverage dispenser; and
recording the time the beverage is dispensed by the beverage dispenser with a timing device.
37. The method as claimed in claim 30, further including
recording the rate the beverage is dispensed from the beverage dispenser with a metering device.
38. A method of providing a beverage dispenser to a retail outlet at a reduced cost, the beverage dispenser capable of displaying advertisements having at least one of an audio component and a video component, the method comprising:
providing the beverage dispenser to the retail outlet at a respective base purchase price or base lease price;
reducing the respective base purchase price or base lease price in the amount of an advertising fee when the retail outlet displays the advertisements.

39. The method as claimed in claim 38, wherein the advertising fee is determined during the display of advertisements in the retail outlet and over a period of time corresponding to a payment term for the beverage dispenser.

40. The method as claimed in claim 38, wherein the advertising fee is determined prior to the display of advertisements in the retail outlet and is estimated using an advertising fee of a similarly situated retail outlet.

41. The method as claimed in claim 38, wherein the advertising fee is paid directly to the retail outlet.

42. The method as claimed in claim 38, wherein the advertising fee is paid directly to the provider of the dispenser.